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OFFICIAL

Date June 29, 2004

To Attn: Ms. Beatriz Prieto, Art Unit: 2142

From Bradley Ganz, Reg. No. 34,170, Ganz Law P.C.

Re Agenda for Interview for the following application:

- Serial number: 09/648,429, Filed: August 25, 2000
- Our File: MEM-2.001
- Title: ON-LINE EXPERIMENTATION

Fax 703-308-6606

Pages cover sheet only

Dear Examiner Prieto:

Following is the agenda that you requested. You stated that after you review the agenda, you will entertain scheduling an interview with us:

- Among the significant distinguishing features of Applicant's claimed invention are the specified relationship between a "set of content elements" and "various treatments" based on the set.
- Applicant wishes to discuss how these features are reflected in the claims and not in the cited Herz reference, particularly in the context of the recited experimentation and prediction feature.
- Applicant wishes to discuss claims 51 and 78 as containing representative distinguishing limitations.

I will contact you shortly about scheduling an interview.

Sincerely,

Bradley M. Ganz

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